



U.S. Army 2005 MWR Leisure Needs Survey Results

**221st BSB - Wiesbaden
Germany**

BRIEFING OUTLINE

221st BSB - Wiesbaden

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

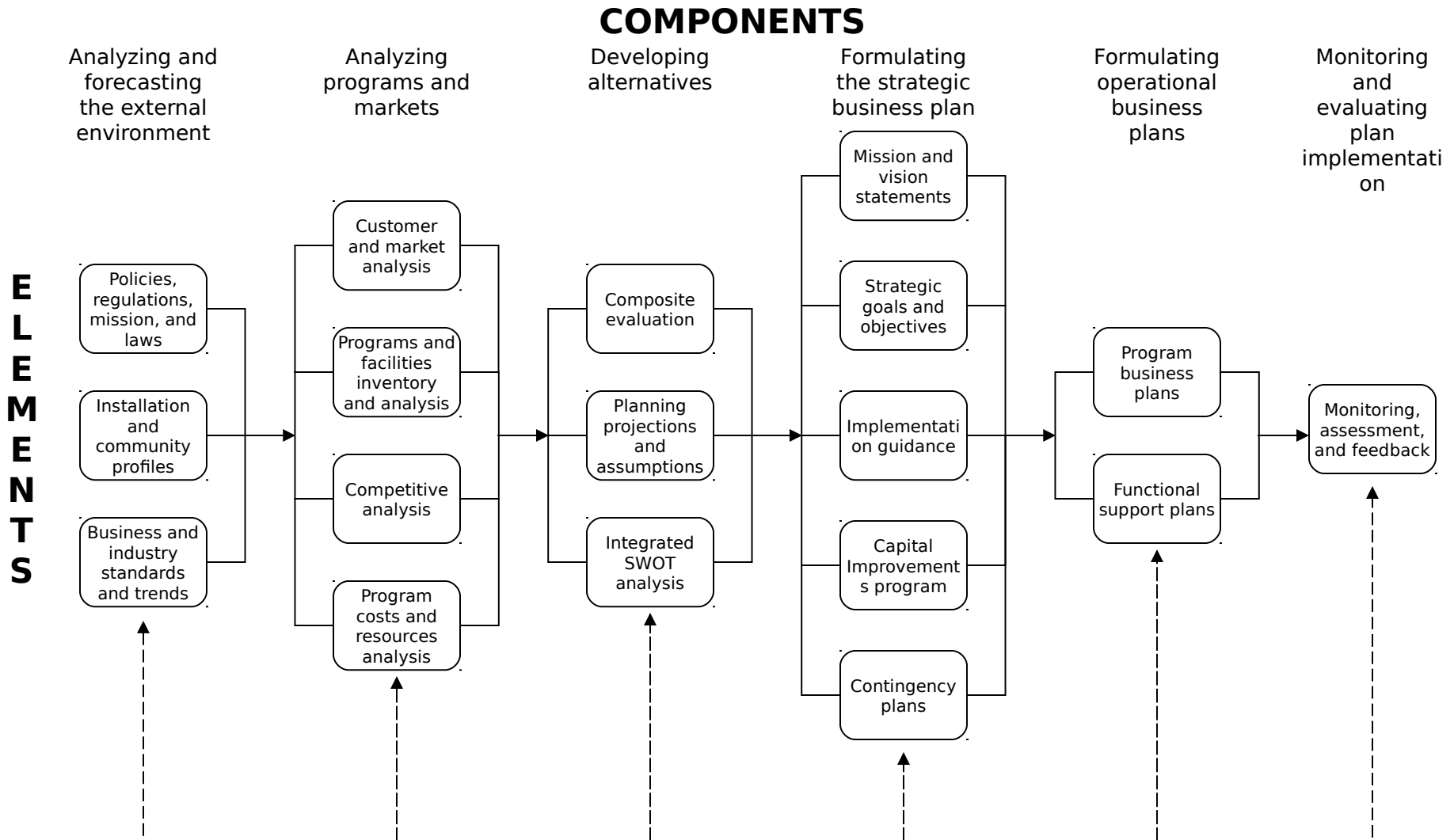
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 2,311 surveys were distributed at 221st BSB - Wiesbaden



▮ SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
221 st BSB - Wiesbaden:					
Active Duty	5,164	1,195	161	13.47 %	±7.60%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	2,553	1,116	136	12.19 %	±8.18%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	7,717	2,311	297	12.85 %	±5.58%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

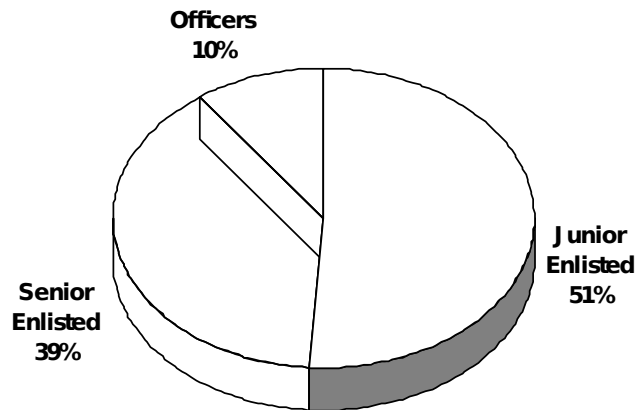
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

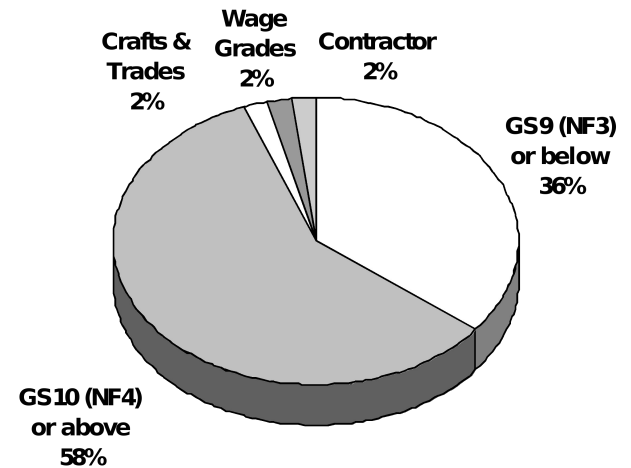
ACTIVE DUTY

(n = 158)



CIVILIANS

(n = 129)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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□ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

□ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT 221st BSB - WIESBADEN

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MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	70%
Library	61%
Car Wash	46%
Automotive Skills	35%
Bowling Food & Beverage	31%

LEAST FREQUENTLY USED FACILITIES

BOSS	4%
Youth Center	8%
School Age Services	9%
Child Development Center	9%
Multipurpose Sports/Tennis Courts	12%

MWR PROGRAMS & FACILITIES: SATISFACTION AT 221st BSB - WIESBADEN*

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FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Golf Course	4.20
Outdoor Recreation Center	4.09
Library	4.07
Automotive Skills	4.01
Bowling Food & Beverage	3.97

FACILITIES WITH LOWEST SATISFACTION RATINGS*

BOSS	3.24
Child Development Center	3.25
Youth Center	3.29
Athletic Fields	3.41
School Age Services	3.43

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT 221st BSB - WIESBADEN*

221st BSB - Wiesbaden

FACILITIES WITH HIGHEST QUALITY RATINGS*

Golf Course	4.21
Golf Course Food & Beverage	3.99
Golf Course Pro Shop	3.97
Army Lodging	3.87
Outdoor Recreation Center	3.86

FACILITIES WITH LOWEST QUALITY RATINGS*

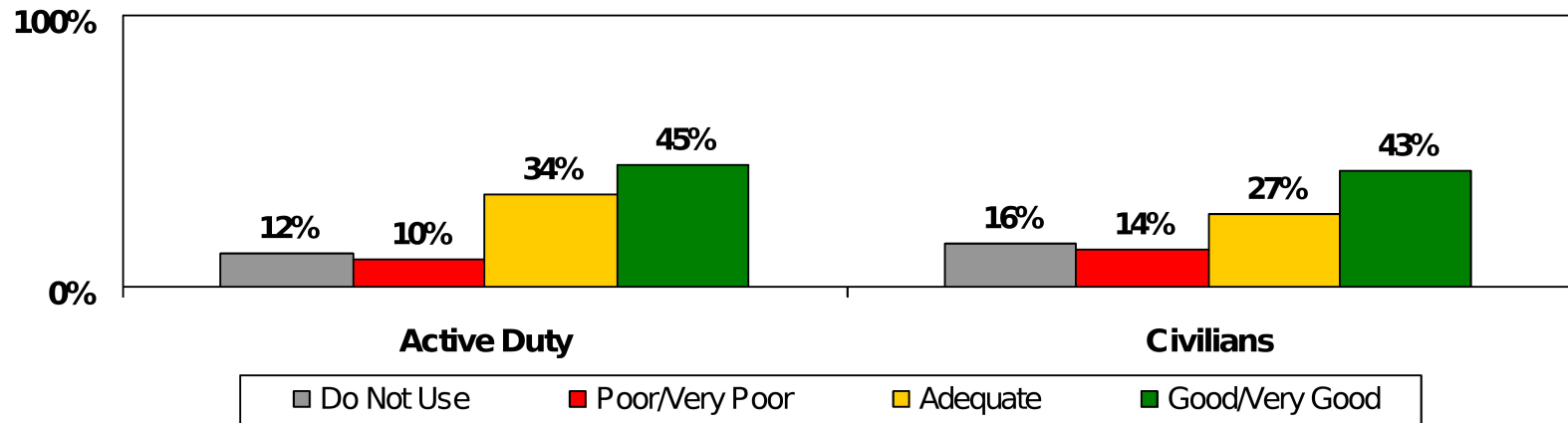
BOSS	3.12
Athletic Fields	3.13
School Age Services	3.36
Fitness Center/Gymnasium	3.46
Youth Center	3.48

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

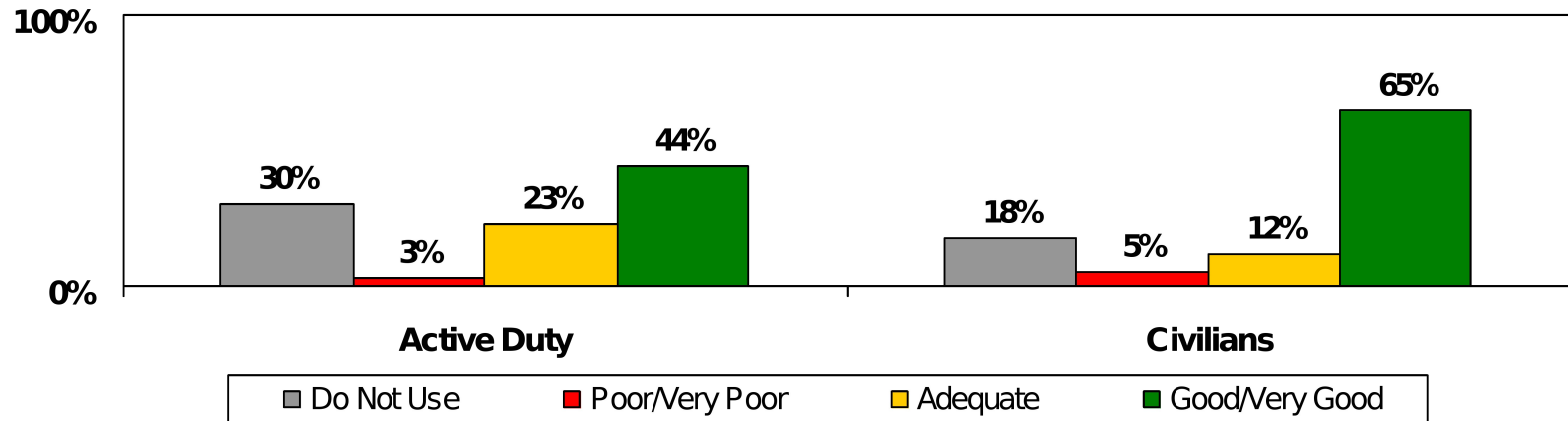
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



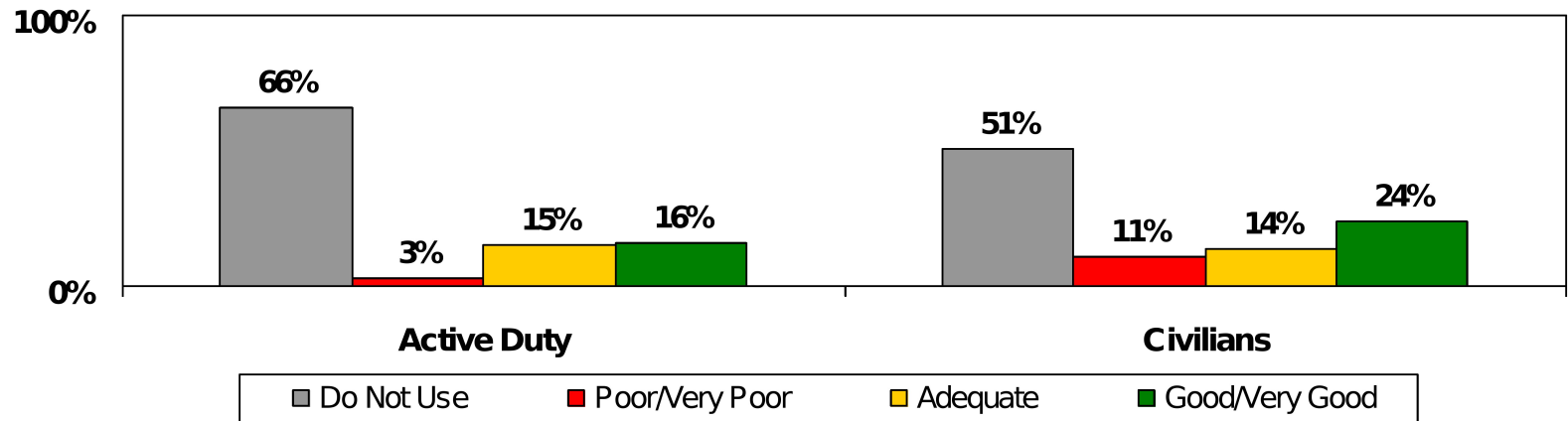
Quality of Off-Post Services



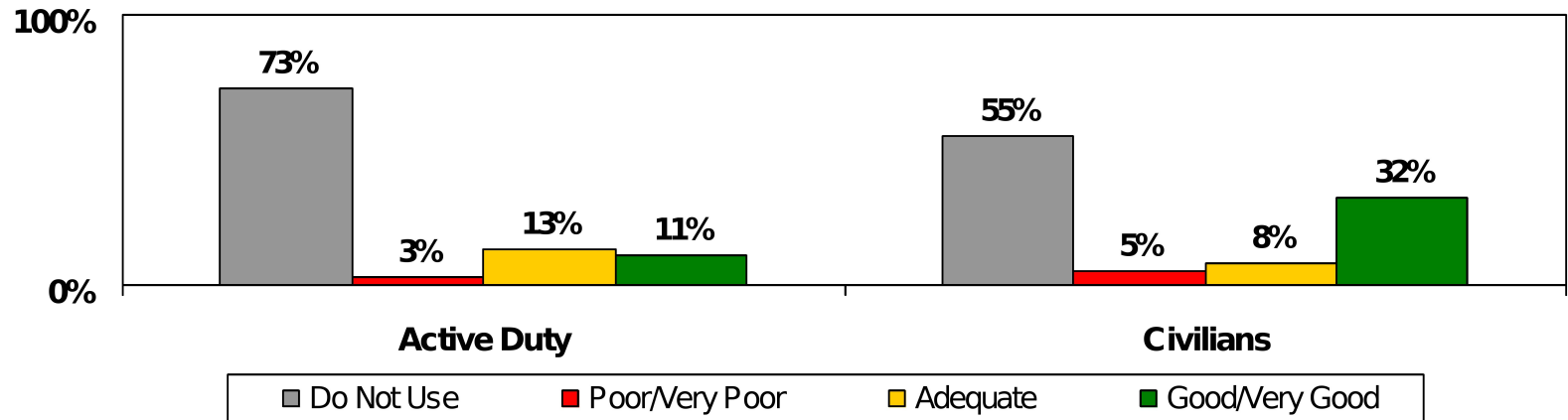
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

221st BSB - Wiesbaden

Quality of On-Post Services



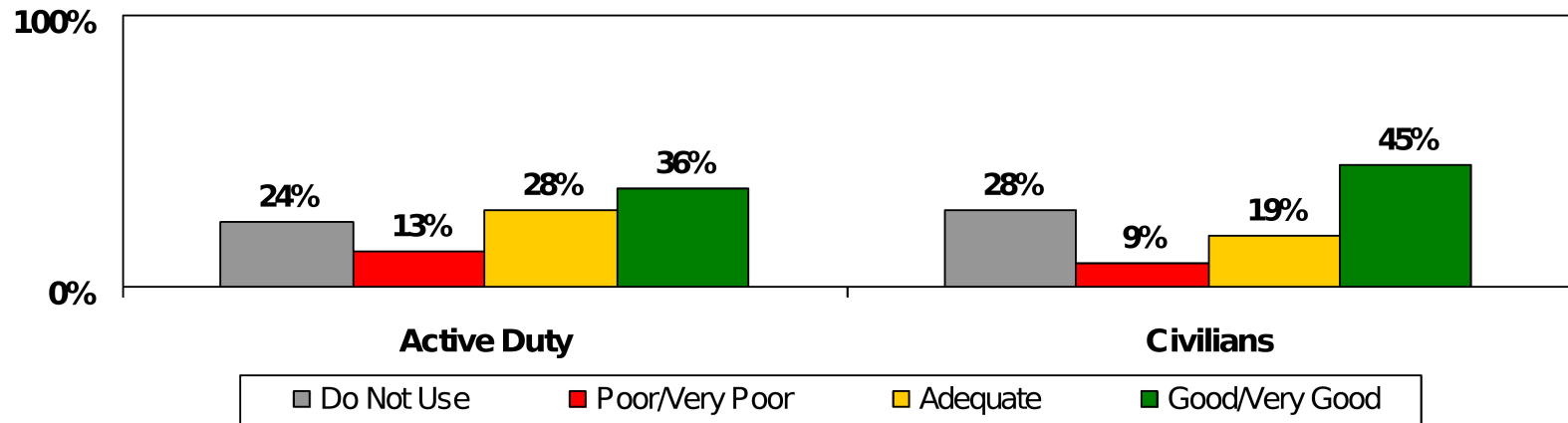
Quality of Off-Post Services



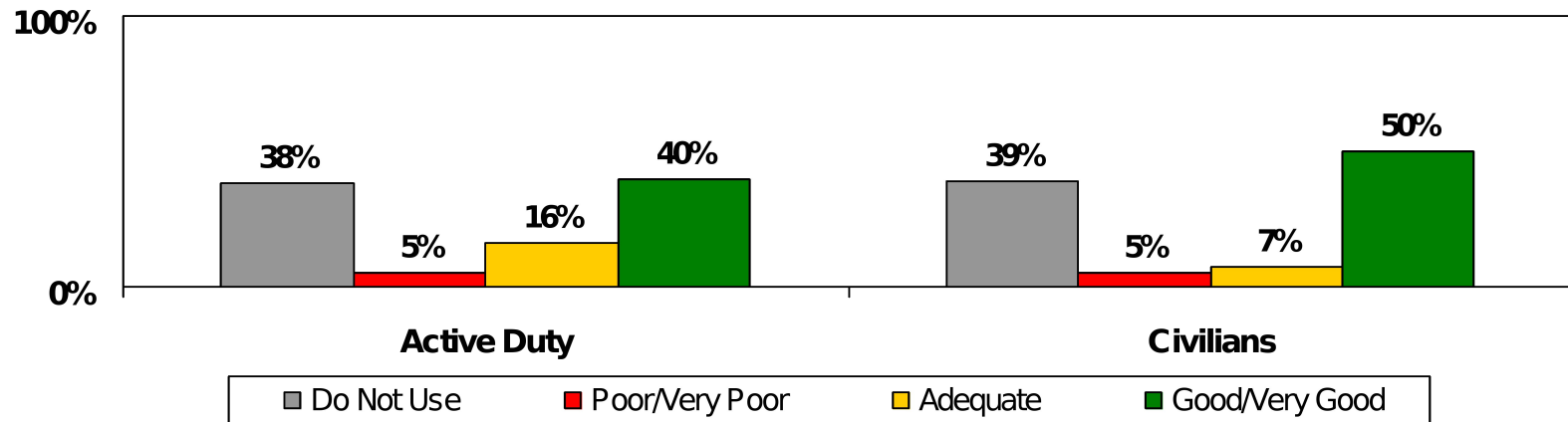
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

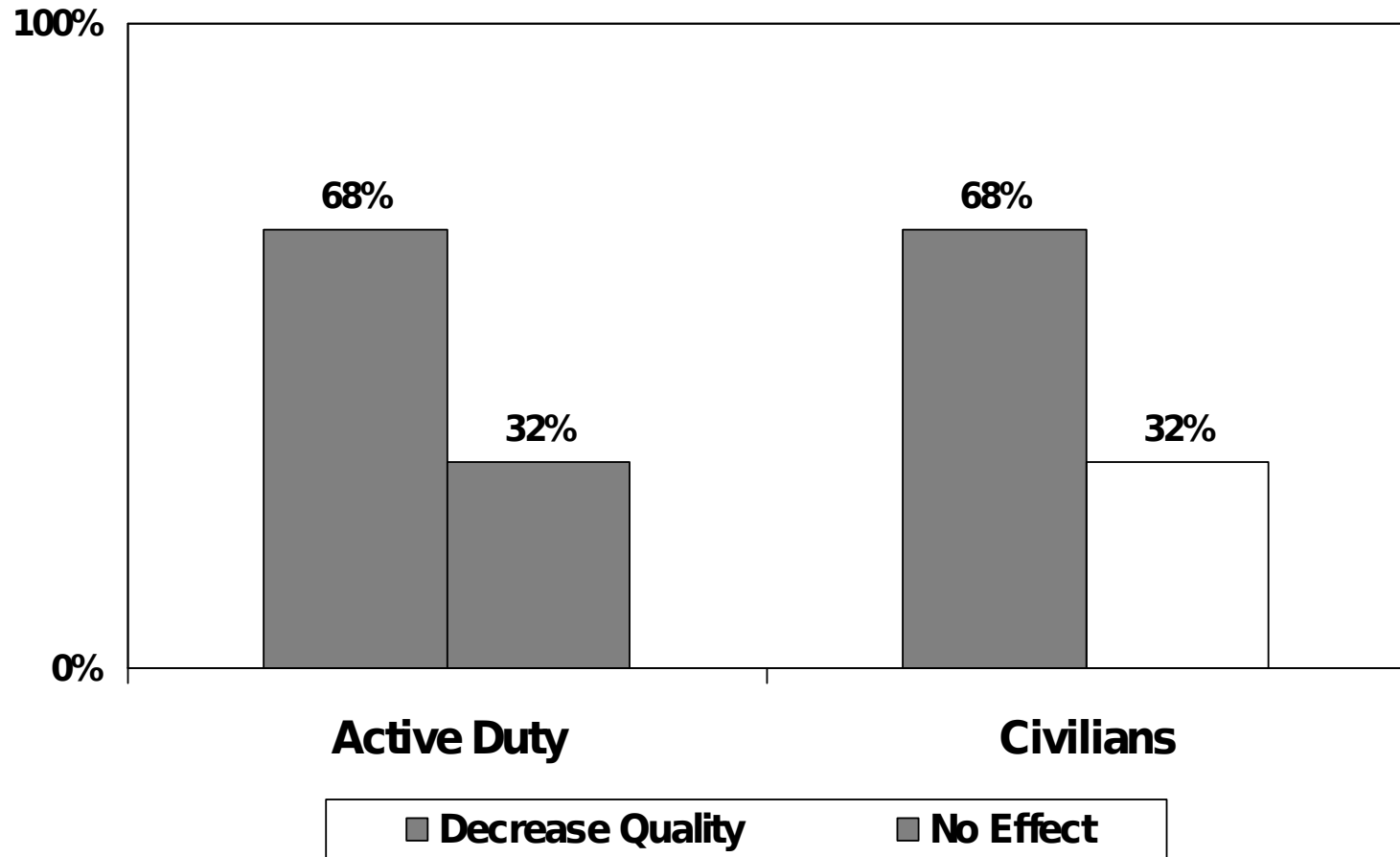


Quality of Off-Post Services



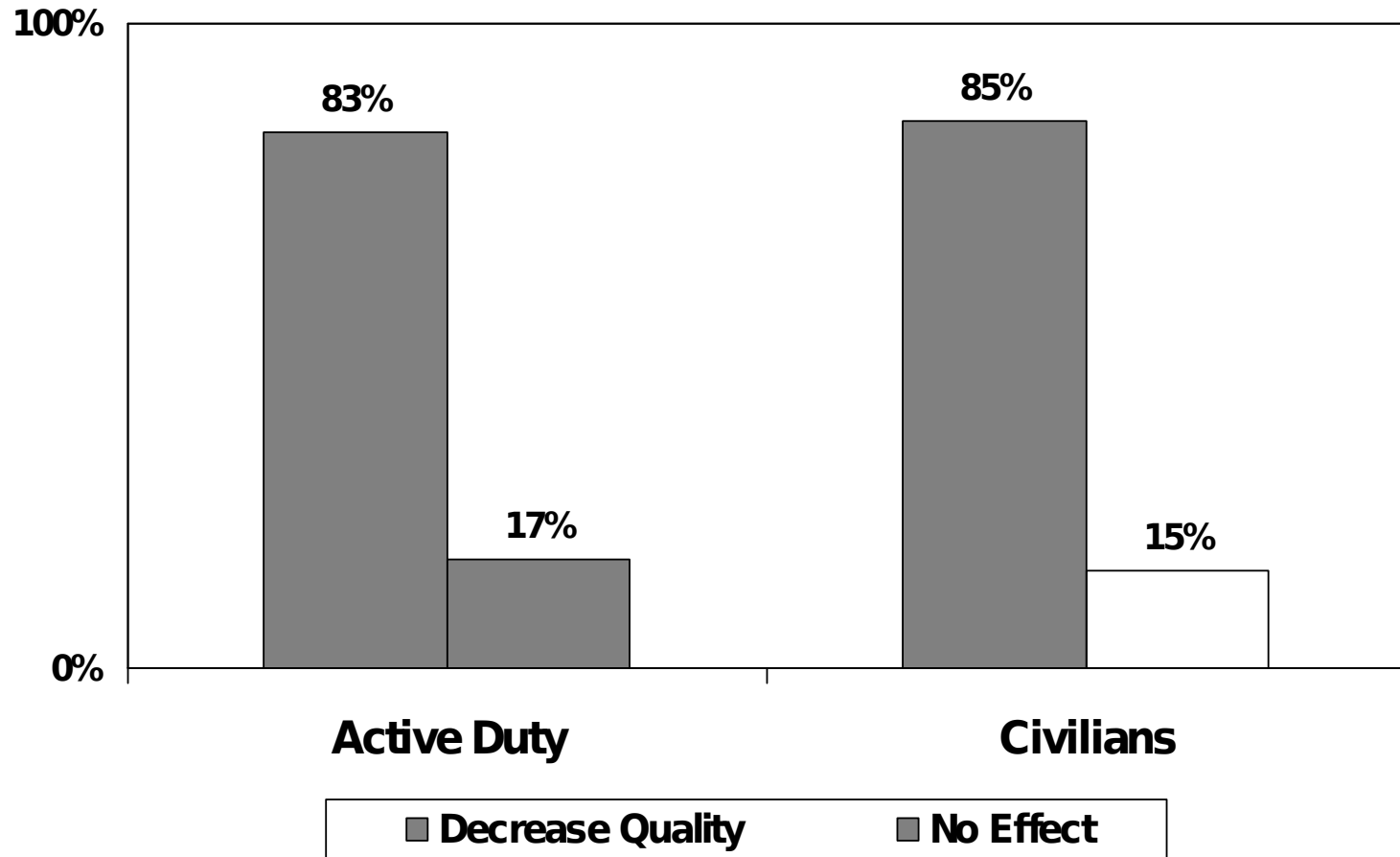
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	81%
Library	78%
Army Lodging	57%
Child Development Center	49%
Athletic Fields	45%
Automotive Skills	45%
Youth Center	40%

RV Park	78%
Cabins & Campgrounds	55%
Golf Course Pro Shop	53%
Bowling Pro Shop	49%
Golf Course	46%
Marina	43%
Golf Course Food & Beverage	42%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	17%	14%	16%
E-mail	13%	28%	18%
Friends and neighbors	39%	49%	42%
Family Readiness Groups (FRGs)	8%	4%	7%
Bulletin boards on post	38%	39%	38%
Post newspaper	18%	51%	29%
MWR publications	30%	41%	33%
Radio	32%	54%	39%
Television	37%	41%	39%
My child(ren) let(s) me know	3%	6%	4%
Other unit members or co-workers	27%	35%	30%
Unit or post commander or supervisor	15%	11%	14%
Marquees/billboards	12%	23%	16%
Flyers	32%	43%	35%
Other	9%	6%	8%
I never hear anything	14%	4%	11%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	77%
Better Opportunities for Single Soldiers	33%
Army Community Service	47%
MWR Programs and Services	76%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and referral	55%	74%	26%
Outreach programs	52%	61%	39%
Family Readiness Groups	72%	71%	29%
Relocation Readiness Program	66%	83%	17%
Family Advocacy Program	62%	68%	32%
Crisis intervention	54%	67%	33%
Money management classes, budgeting assistance	61%	67%	33%
Financial counseling, including tax assistance	66%	77%	23%
Consumer information	42%	58%	42%
Employment Readiness Program	52%	56%	44%
Foster child care	35%	47%	53%
Exceptional Family Member Program	56%	68%	32%
Army Family Team Building	54%	58%	42%
Army Family Action Plan	50%	60%	40%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	43%
Personal job performance/readiness	41%
Unit cohesion and teamwork	39%
Unit readiness	44%
Relationship with my spouse	44%
Relationship with my children	41%
My family's adjustment to Army life	43%
Family preparedness for deployments	43%
Ability to manage my finances	39%
Feeling that I am part of the military community	38%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	83%
Helps minimize lost duty/work time due to lack of child care/youth services	79%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	62%
Allows me to work outside my home	83%
Allows me to work at home	77%
Offers me an employment opportunity within the CYS program	77%
Allows me/my spouse to better concentrate on my/our job(s)	68%
Provides positive growth and development opportunities for my children	76%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	26%
Personal job performance/readiness	28%
Unit cohesion and teamwork	37%
Unit readiness	33%
Ability to manage my finances	28%
Feeling that I am part of the military community	26%
Relationship with my children (single parents)	35%
My family's adjustment to Army life (single parents)	28%
Family preparedness for deployments (single parents)	30%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Internet access (library)	48%
Watching TV, videotapes, and DVDs	48%
Entertaining guests at home	47%
Internet access/applications (home)	46%
Reading	43%
Night clubs/lounges	38%
Going to movie theaters	35%
Automotive maintenance & repair	34%
Reference/research activities	33%
Multi-media (videos, DVDs, CDs)	32%

Top 5 for Active Duty

Internet access (library)	50%
Watching TV, videotapes, and DVDs	40%
Entertaining guests at home	37%
Internet access/applications (home)	36%
Night clubs/lounges	35%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	71%
Entertaining guests at home	66%
Internet access/applications (home)	65%
Reading	60%
Automotive maintenance & repair	56%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	12%
Soccer	8%
Touch/flag football	7%
Self-directed sports tournaments	7%
Softball	6%

Outdoor Recreation

Bicycle riding/mountain biking	23%
Going to beaches/lakes	17%
Camping/hiking/backpacking	14%
Picnicking	14%
Volksmarching	11%

Social

Entertaining guests at home	47%
Night clubs/lounges	38%
Dancing	29%
Happy hour/social hour	28%
Special family events	25%

Sports and Fitness

Walking	30%
Cardiovascular equipment	30%
Running/jogging	28%
Weight/strength training	24%
Bowling	24%

Entertainment

Watching TV, videotapes, and DVDs	48%
Going to movie theaters	35%
Festivals/events	28%
Live entertainment	19%
Plays/shows/concerts	18%

Special Interests

Internet access/applications (home)	46%
Automotive maintenance & repair	34%
Automotive detailing/washing	27%
Digital photography	24%
Trips/touring	23%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	48%	N/A	48%
Reading	43%	N/A	43%
Reference/research services	33%	N/A	33%
Multi-media (videos, DVDs, CDs)	32%	N/A	32%
Study/self development	29%	N/A	29%
Cardiovascular equipment	28%	2%	30%
Going to movie theaters	28%	7%	35%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

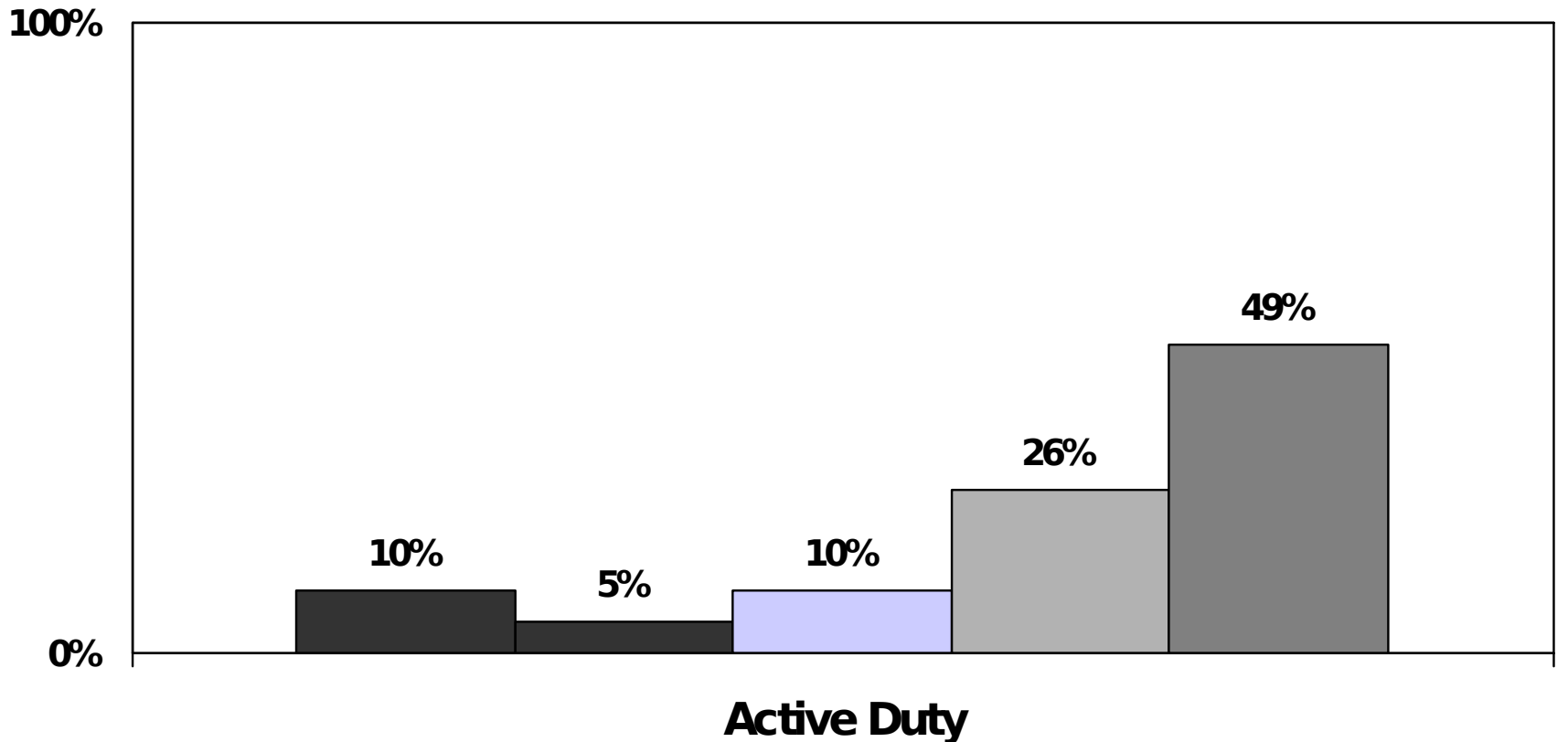
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	14%	2%	29%	46%
Automotive maintenance & repair	24%	8%	2%	34%
Automotive detailing/washing	15%	8%	4%	27%
Digital photography	3%	7%	14%	24%
Trips/touring	4%	19%	0%	23%
Computer games	2%	1%	16%	19%
Gardening	1%	2%	17%	19%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

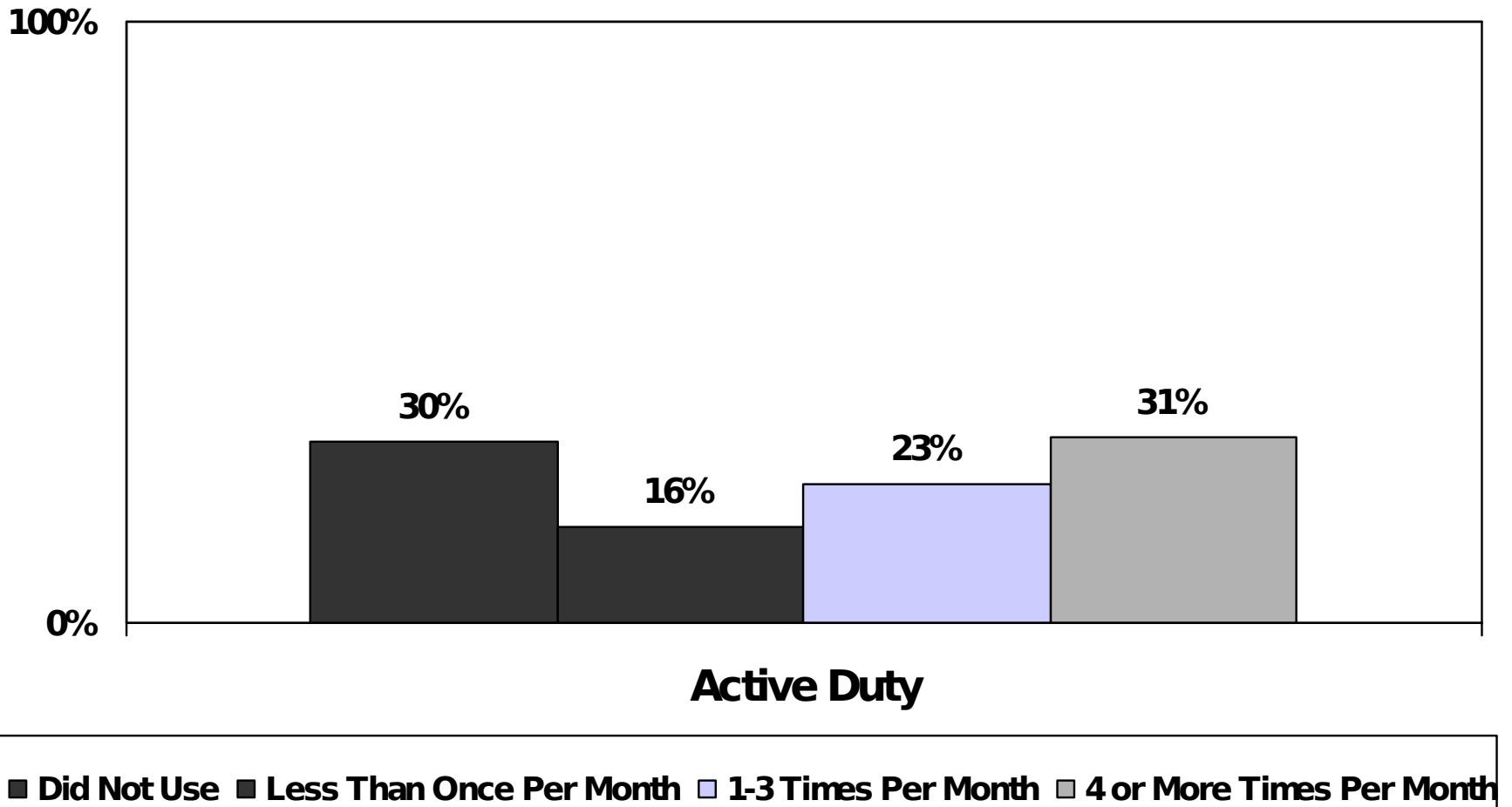
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■ Not Important ■ Slightly Important ■ Moderately Important ■ Important ■ Very Important

DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	22%
Probably will not make military a career	9%
Undecided	27%
Probably will make military a career	19%
Definitely will make military a career	23%

NEXT STEPS

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□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)